

**From:** Philip Schiller [REDACTED]  
**Subject:** Re: App Store Disappointments  
**Received(Date):** Fri, 20 Nov 2009 07:24:47 +0900  
**To:** Steve Jobs [REDACTED]  
**Date:** Fri, 20 Nov 2009 07:24:47 +0900

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We'll investigate these two app complaints and resolve them.

In the end it all really comes down to whether we will ever open up the iPhone for developers to distribute apps on their own, bypassing our store.

As long as we have a store, we have to review apps that go in it, we can't just let anything on an app store that has Apple's name on it.

And as long as there is about 10,000 apps + updates coming through a week there will always be some small level of human error.

Also, last year we rejected the idea of publishing the rules and guidelines used to review apps. It's very long and complicated but I think there will come a time where we are better served to publish them than not. At least we would be more transparent and some of the issue would be reduced (not all).

On Nov 20, 2009, at 7:16 AM, Steve Jobs wrote:

Sent from my iPhone

Begin forwarded message:

**From:** [REDACTED] Confidential  
**Date:** November 19, 2009 2:05:39 PM PST  
**To:** [REDACTED]  
**Subject:** App Store Disappointments

Dear Steve,

I wanted to write to express my disappointment in the App Store approval process. I am not even an iPhone developer, but I have been inconvenienced many times by these issues. Let me give you two examples. These are the two apps that I use \*most frequently\*, but due to delays and mistakes in the approval process, I now cannot use either of them.

RSS Player is an app that grabs RSS feeds and allows you to play embedded sound files. I used this so frequently, I put it in my dock.

An update to the app was submitted, was accepted, but due to a signing error while putting it in the App store, people who purchased it weren't able to download it (and people like me who needed to remove and reinstall it were not able to get a new copy). The developer tried to get Apple to correct the error, but in the end, he was given no choice but to resubmit the app. Now the new submission has been rejected because of a teeny tiny picture of an iPhone displayed for two seconds as part of the intro screen that has been present in all previous versions. This means that people who paid for the app over three weeks ago will still not be able to use it for at least another week.

Parallel Kindgom is a great cross-platform multiplayer online game, but it has taken longer than three weeks to approve the newest expansion. The app was submitted for approval over two weeks before the release date of the expansion. The release date has come and gone, so Android users are now able to get in the MMO's new version to expand their territories and advance in the game while we iPhone users are locked out and will be forced to play catch-up when the app is finally approved.

I am beginning to regret getting an iPhone. I really like the device, but I'm starting to feel that it's a little crippled by the app store, and I'm beginning to look at people with Android phones and drooling a little. I get a new phone about every year or two. If my next phone is going to be another iPhone, something has got to be done to improve the approval process.

Thank you for your time.

Confidential